

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, June 17, 2009

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 7:00 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Commissioner Ray Gaul, Commissioner Betsy Gammell, Secretary Jeff Wood, Commissioner Bill Delaney

Absent: Vice Chair Bill Schmitz

Staff: John Vest, General Manager, and Matt Wisely, Superintendent
Also present: Interim City Manager Ann Marie Gallant

1-B APPROVAL OF MINUTES

1-C ADOPTION OF AGENDA

The Commission adopted the agenda unanimously. Because Interim City Manager needed to return to City Hall, the Commission agreed to consider agenda item 4-B first.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

Chair Sullwold reported on a meeting with Interim General Manager Ann Marie Gallant attended by herself, Norma Arnerich and Joe VanWinkle. Ms. Gallant said she had been advised by staff that Ron Cowan has a legal right to build additional houses on Harbor Bay Isle because he won a lawsuit against the City, and that she therefore was trying to find him property on which to build because the City does not want houses on Cowan's Village 6 property. After the meeting, Bob Sullwold researched the issue and prepared a detailed memo showing that, in fact, the lawsuit did not establish that Cowan had any legal right to force the City to find him land on which to build additional homes, only the right to apply to rezone his Village 6 parcel. He applied for re-zoning, but the application was denied by the Planning Board. Chair Sullwold intended to place this matter on the Golf Commission Agenda for discussion, but, on the day that the agenda was due to be posted, she received an email from City Attorney Teresa Highsmith, advising that she had instructed the

City Manager's office to remove the item from our agenda. Bob Sullwold then sent his memo to Ms. Gallant, with copies to the Golf Commission, City Council, and other interested individuals. Chair Sullwold made a motion that the Golf Commission authorize her to write a letter to City Attorney Highsmith, asking her to state whether she agrees or disagrees with the conclusions in Mr. Sullwold's memorandum, and, if she disagrees, to say why. The motion was seconded and passed unanimously.

4 AGENDA ITEMS

4-A Analysis of Mif Albright Course

The reopening ceremony on May 22 went very well and was well-attended by the public. Fred Inglis of Channel 2 news prepared a very nice piece on the reopening that played on the Sports Wrap segment on Saturday night. Mayor Beverly Johnson, one of those interviewed for the piece, said that, although Alameda was committed to providing golf for its juniors and seniors, "it just won't be here." General Manager John Vest advised that 1,854 rounds have been played on the Mif since the reopening (less than a full month), generating \$12,097 in revenue. The revenue figure does not include the money the Golf Complex will receive from NCGA for Youth on the Course, which pays the difference between what juniors in the program are charged (\$1) and the published rate (\$9), up to a maximum of \$8. Mr. Vest also stated the website is in the processing of being revamped through Coursetrends to announce that the Mif course is open again.

Joe VanWinkle talked about his discussions with EBMUD about using reclaimed water on the Mif Albright Course. While EBMUD told Mr. VanWinkle that the switch was possible, Superintendent Matt Wisely noted that the water levels in the reclaimed water ponds are very low every morning, so he wonders whether the capacity exists to use reclaimed water on the Mif as well as the Clark and Fry courses.

4-B Discussion/recommendation re long-term management of Golf Complex

Interim City Manager Ann Marie Gallant stated that she had been informed that the previous Request for Proposals asked for bids for a long-term contract to manage the Golf Complex, not just a one-year interim contract. She has since read the actual RFP, and knows now that she was misinformed. Accordingly, she announced that she and her staff will be preparing an RFP for the long-term management of the Golf Complex, which she expects will be ready in two to three weeks. Chair Sullwold expressed concern that an RFP will be rushed through without a decision being made as to what we are looking for over the long term. Various ideas have been thrown out -- keeping the 45-hole Golf Complex as it is, building the master plan prepared by National Golf Foundation, closing the Mif course and nine holes of the Clark course and running a 27-hole facility, etc. -- and no one has made a decision about what golfers want and what would be best for the City. She also expressed her concern that the RFP will be prepared by those who have little

knowledge about golf. She proposed to Ann Marie Gallant that the Golf Commission have some input in the preparation of the RFP. Ms. Gallant stated that this matter was within the prerogative of the City Manager, but that she would certainly seek comments from the Golf Commission on the draft RFP. She also advised that contemplates an RFP that will advance three different scenarios, although she did not discuss what those scenarios would be.

4-C Golf Complex financial report through May 2009

Bob Sullwold stated that, comparing rounds played this year to last year, the Fry Course is holding its own, but the Clark is down. Nevertheless, Clark revenue for the month of May was up as compared with May 2008 as a result of the rate increase. General Manager John Vest discussed his opinions of why Clark play has been decreasing.

4-D Discussion/recommendation re charge to Golf Complex of a portion of salary and benefits for Director of Recreation and Park Department

The Golf Complex budget continues to be charged with approximately 1/3 of the total compensation for the Director of the Recreation and Park Department, despite the reduction in his golf duties as the result of the hiring of KemperSports. Commissioner Betsy Gammell made a motion to have Chair Sullwold contact Interim General Manager Ann Marie Gallant to consider that a more appropriate allocation be made. The motion was seconded and passed unanimously.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report by John Vest

General Manager John Vest stated that, due to the departure of Jeff Agguire, Joe Reilly has been hired in the shop. Joe has a lot of experience and should be a great addition. John praised Mike Winkenbach's work in bringing in more tournaments to the Complex. We have been getting good responses to the various email blasts that have gone out recently. In the last month approximately 20 people have been caught sneaking onto the golf course. Marshals are now checking receipts regularly; John is working closely with Joe Crespino regarding the Marshal program. The Demo Day held two weeks ago brought in about \$5,000 in sales. The Commission asked if the pro shop employees were checking drivers licenses to verify residency. New range balls are on order. He also stated that on a weekly basis, a report is run from both the POS system and the E-key system to match transactions.

5-B Golf Complex Maintenance activities report by Matt Wisely

Superintendent Matt Wisely stated that they have started eradicating the daisies on the North Course. The South Course will be done after the East Bay Juniors tournament. They are addressing the odor from the pond on Clark hole number 8. They are also looking into fountains or aeration systems for the ponds, but there is

no electricity running to those areas. He stated that they have repaired seven water main line breaks in the last three weeks. This evening, there was a main line break on Fry hole number 5. Matt advised that the Clark course irrigation system is very old and fragile, and subject to regular breaks. Three union employees have left (two went to the Recreation and Parks Department and one retired), so he has hired three new Kemper employees in the last month. They will be cross-trained on the Mif Albright course.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Mrs. Arnerich stated there are 240 golfers signed up for the East Bay Junior Championship next week. The first junior tournament was held today, with about 40 players.

5-D Golf Complex Restaurant Report, Jim's on the Course

None

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

Mr. Vest stated that on Father's Day, there will be a promotion for range balls.

6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

None

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

Bob Sullwold described his conclusions about the alleged property rights of Ron Cowan and Harbor Bay Isle Associates. He expressed concern that City discussions about this matter are all taking place behind closed doors instead of being done openly in a public forum.

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for June 2009 of \$11,785. The year-to-date total to the General Fund is \$130,352 for the fiscal year 2008/2009.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Update on Golf Complex finances
- Discussion regarding long-term planning for the Golf Complex

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:54 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.